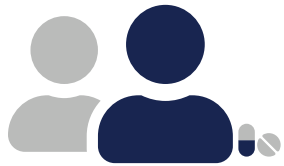


Capturing the value of peer support for better health outcomes.

The concerns

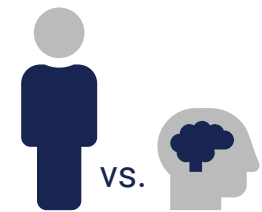


Most adults have or will get at least 1 long-term **health condition.**

The evidence

6 in 10 US adults have 1 or more chronic conditions.¹

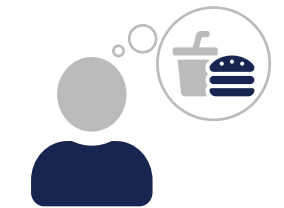
Equates to **77%** of private insurance healthcare spending.²



Not enough importance is given to **emotional health.**

29% of US adults have both a chronic physical condition and a mental health condition.³

47% of Americans are feeling lonelier since COVID-19.⁴



Alone, it's difficult to **change behaviors** even when critical to improve our health.

30-60% drop-out rates highlight the difficulties to maintain behavioral changes.⁵

50-80% of regimes to treat chronic conditions are not followed.⁵



Quickly finding **trusted information** that can also be understood is hard.

57% of people go online first to research a specific health condition.⁶

1 billion Google searches a day are health related (7%).⁷



The value of peer support

- ✓ Online peer interactions positively impact how individuals self-manage their conditions and help them make and sustain associated behavior changes.^{8,9}
- ✓ Connecting with peers online builds a sense of community and reduced feelings of isolation.¹⁰
- ✓ Online communities have proven to help members find information, visualize their condition, and increase their health literacy.¹¹

By connecting through our trusted, secure peer-to-peer communities, employees can give each other emotional support as well as access credible information that will help them reach better health outcomes as patients, informal caregivers, family members and friends. **Let's explore the benefits for your organization.**